

**ABSTRACT**

A data communication apparatus and method for reducing a load on a mail server by transmitting image data based on the contents of an electronic mail by a method other than electronic mail. The data communication method performed by the apparatus comprises inputting image data, storing the image data, transmitting predetermined-format data relating to the image data by electronic mail, recognizing an instruction received from a transmission destination to which the electronic mail was transmitted, and transmitting the stored image data by a method other than electronic mail on the basis of the contents of the instruction.